

Antonio

Occupation: interior designer

Status: Single

Location: Sugar house

tier: CAD certified specialist

Archetype: the backpacker

Motivations:

traveling the world

to have leisure time after work

Good salary that allows him to pay for his trips

hiking

monday - friday work only

Goals:

to be able to buy ethnic food near to his place

use of an app to buy food

to be able to invite friends over and have food ready for them

taste is important over carbs intake

Frustrations

small kitchen that is shared with a roommate

does not like to form in line to buy food

healthy food is not tasty

not too many options of ethnic food in his area

long delivery times

Bio

Antonio is a professional who just graduated from college. He landed a job right away, and even though he is happy with it, he feels like his job does not have to interrupt his love of hiking. He is always planning his next adventure with his roommate. Antonio prepares his own lunches but he likes to order ethnic foods on weekends and when he invites friends over.

Personality

He is a little bit extroverted

Not very intuitive

Feelings over logic

Artsy

Technology

Heavy use of social networks

Familiar with apps

Windows and Apple user

Subscriber of at least one video stream service

User of wearables

Amanda

Occupation: construction

Status: Divorced

Location: West Valley

tier: Certified Painter

Archetype: the house wife

Motivations:

to have the house clean

to rest at home with her kids

Good salary

TV watching

gardening

Goals:

buy food once in a while paying with cash and onsite

to be able to talk to a human to order her food

to be able to feed her kids specially with the food she prepares

willing to let her daughter order food through an app

Frustrations

does not trust payments over apps

she is not informed about new technologies

smartphone is running out of memory due to too many pictures

teenagers at home that consume a lot of food

delivery fees

Bio

Amanda is a 45 years old divorced woman living with her 2 teenager daughters. She prefers physical interaction when ordering food (picking up in person), however, her 2 teenager daughters are pushing for her mom to use an app so they can have more options. Amanda works 8 hours shifts but she still likes to cook at home. Ordering food over the phone is minimal at the moment due to budget.

Personality

Introverted

Not very intuitive

Feelings over logic

Follower over leading projects

Technology

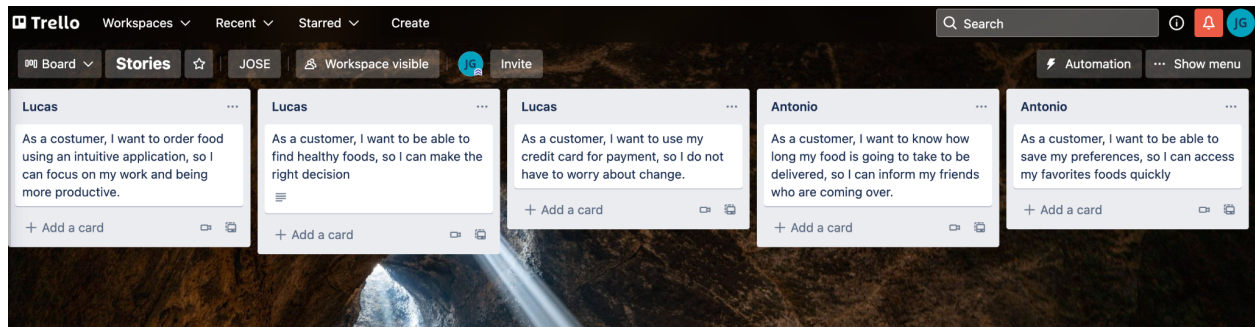
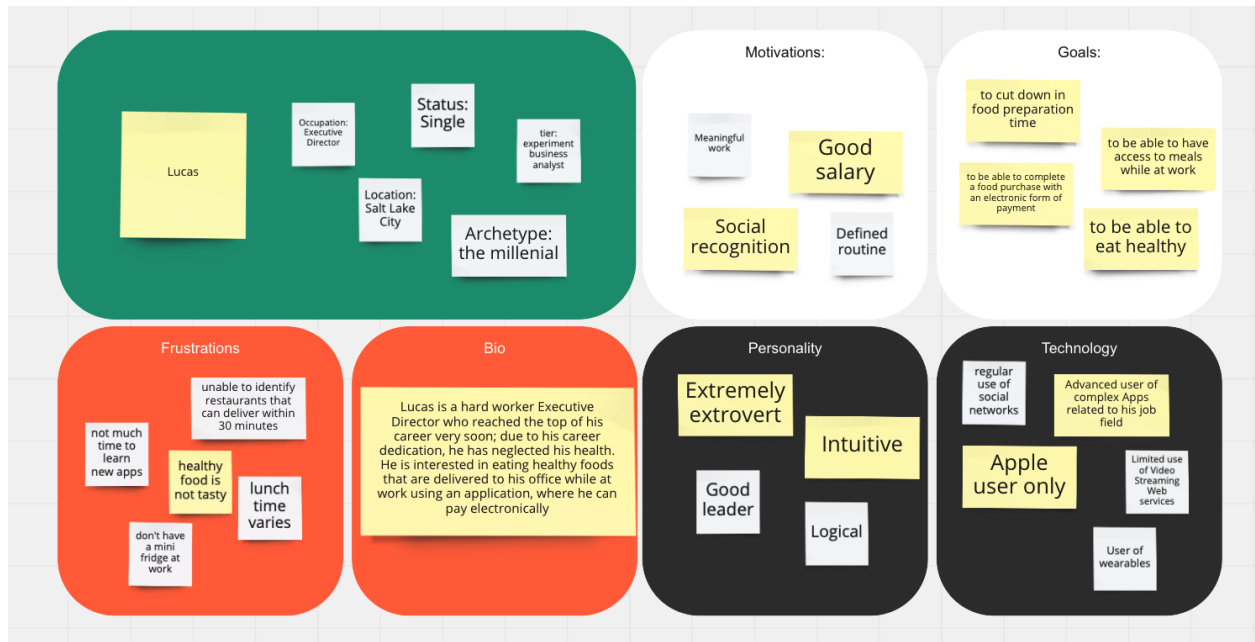
Minimal use of social networks

Not familiar with apps

Windows user

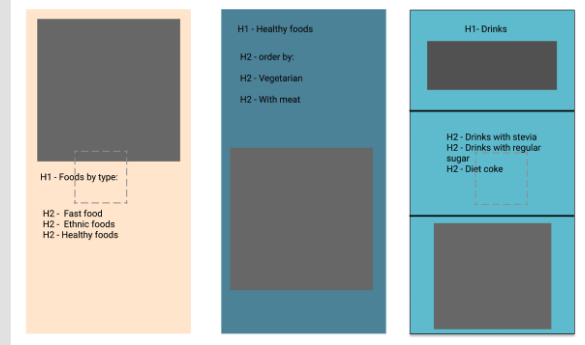
Subscriber of 3 video services

she does not use any wearable



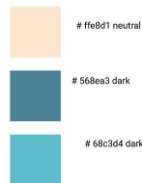
Lo-Fi quickandtastymockup

MacBook - 1



Style Guide

MacBook - 2



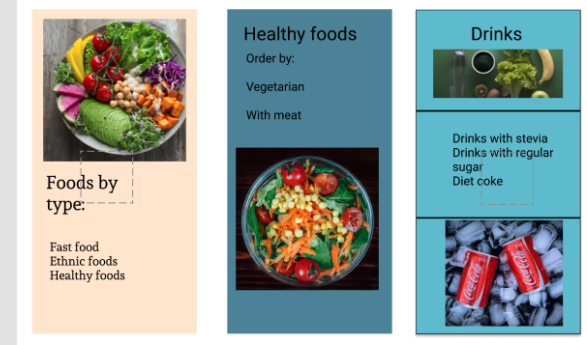
Andada

Heading 1 - size 36

Heading 2 - medium, size 24

Hi-Fi quickandtasty

MacBook - 3



The name of the app is: quickandtasty

MVP

1. Order food with an intuitive menu
2. Classifying different options based on similar patterns
3. To be able to take payment
4. Inform customer about the expected time of delivery or any delays
5. To be able to save customer preferences and order for future purchases

User stories:

1. As Lucas, I want to order food using an intuitive application, so I can focus on my work and being more productive.
2. As Lucas, I want to be able to find healthy foods, so I can make the right decision.
3. As Lucas, I want to use my credit card for payment, so I do not have to worry about change.
4. As Antonio, I want to know how long my food is going to take to be delivered, so I can inform my friends who are coming over.

5. As Antonio, I want to be able to save my preferences, so I can access my favorites foods quickly
6. As the business owner, I want to have an intuitive menu, so my customer can order without frustrations
7. As the business owner, I want the food presented by category, so my customer picks the right option for his needs.
8. As the business owner, I want to take payment at the time of ordering, so I know it is a valid request.
9. As the business owner, I would like to define the time of cooking, so my customer has real expectations.
10. As the business owner, I would like to track what is the food that is ordered the most, so I can create similar dishes.

Extra credit:

1. Twitter:

used jQuery, Mustache, LABjs, Modernizr, and numerous other open-source scripts and jQuery plugins

2. Google

Python, Java, Android SDK, Go, C++, Preact, Angular JS, Kubernetes, TensorFlow and a host of other Google frameworks

3. Facebook

PHP is used for the front-end, Erlang is used for Chat, Java and C++ are also used in several places.